

Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 077810

R 121232Z NOV 76
FM AMEMBASSY LONDON
TO USDOC WASHDC
INFO SECSTATE WASHDC 7608

UNCLAS SECTION 01 OF 02 LONDON 18246

E.O. 1L652: N/A
TAGS: BEXP' UK
SUBJECT: FY 1978 TRADE PROMOTION EVENTS SCHEDULE

REF: (A) LONDON L1509; (B) USDOC L86L8; (C) LONDON
L7479; (D) USDOC 19178

1. OCT. 22 TELEX TO OIM WAS INFORMAL RESPONSE TO
REQUEST CONVEYED IN OCT. 20 BELDEN/PRINDEVILLE TELECON
CONCERNING REQUIREMENTS FOR OCT. 26 MEETING INASHING-
TON. SCHEDULE WAS UNDER ACTIVE STUDY BUT FACT THAT
COMMERCIAL COUNSELOR, COMMERCIAL ATTACHE AND TRADE
CENTER DIRECTOR WERE ATTENDING COMMERCIAL CONFERENCE IN
THE HAGUE THAT WEEK PREVENTED CLEARING PROPOSED CHANGES
FOR TRANSMITTAL IN TIME FOR OCT. 26 MEETING.

2. FOLLOWING REVISED EVENT SCHEDULE REFLECTS POST
RECONSIDERATION OF DESIGN ENGINEERING AND HEVAC THEMES,
AND OIM'S READING OF US INDUSTRY SUPPORT FOR OCEANOLOGY
INTERNATIONAL, BRIGHTON.

L977

OCT. 17-21 AUTOMOTIVE DIAGNOSTIC EQUIPMENT, LTC
NOV. 07-L0 ELECTRONIC COMPONENTS, LTC (TANDEM WITH
STC)

DEC. 05-08 PRINTING & GRAPHIC ARTS, LTC (TANDEM WITH
STC)

L978

JAN. J0-FEB. 03 MINI/MICRO COMPUTERS, LTC
FEBRUARY ENGINEERING DESIGN EXHIBITION, NEC,
BIRMINGHAM

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FEB. 27-MAR. 03 AUTOMATED PRODUCTION EQUIPMENT, LTC

MAR. 13-17 CHEMICAL INDUSTRIES PRODUCTION &
DISTRIBUTION EQUIPMENT, LTC
APR. 24-28 AIR, WATER, NOISE & VIBRATION TREAT-
MENT & POLLUTION CONTROL SYSTEMS &
EQUIPMENT, LTC
MAY L5-L9 MEDICAL EQUIPMENT
JUN. 05-09 PROCESS CONTROL INSTRUMENTATION, LTC
SEPTEMBER FARNBOROUGH AIR SHOW

3. COMMENTS:

A. AUTOMOTIVE DIAGNOSTIC EQUIPMENT: REPLACES ENGINEER-
ING DESIGN THEME, SINCE MULTI-INDUSTRY COMPONENTRY ASPECT
OF LATTER MAKES IT TOO DIVERSE FOR LTC PRESENTATION.

FINAL RECOMMENDATION ON AUTOMOTIVE THEME HINGES ON RE-
SULTS OF DESK STUDY TO BE COMPLETED DEC. 1.

B. ENGINEERING DESIGN SHOW (OFF-SITE): DECISION OF
ORGANIZERS RE L978 REPEAT OF UPCOMING SHOW IS PENDING,
AS IS OPERATIONS RESEARCH BY ANNUAL CONTRACTOR WHO WILL
BEGIN STUDY ON BASIS OF REVISED SPECS AS SOON AS APPRO-
VAL RECEIVED FROM USDOC. IMPORTANT TO KEEP IN MIND, WHEN
VIEWING ENCLOSURE 3 TO SPECS, THAT OF 481.4 MILLION DOL-
LARS TOTAL DESIGN ENGINEERING COMPONENTRY EXPORTED TO
UK IN 1975, 92.5 MILLION DOLLARS WAS "PARTS AND ACCESSO-
RIES FOR WELL DRILLING MACHINES", I.E., OFFSHORE EQUIP-
MENT, WHICH LOGICALLY BELONGS IN DIFFERENT PROMOTIONAL
SETTING.

C. AUTOMATED PRODUCTION EQUIPMENT: RESULTS OF DESK
STUDY DUE DEC. 1 WILL INDICATE WHETHER IN-DEPTH RESEARCH
SHOULD BE ORDERED UNDER ANNUAL CONTRACT.

D. CHEMICAL INDUSTRIES PRODUCTION & DISTRIBUTION EQUIP-
MENT: NEW THEME REPLACING BRIGHTON OCEANOLOGY INT'L
SHOW. THEME IS PERTINENT TO LATEST DEVELOPMENTS IN
NORTH SEA PETROLEUM PICTURE, WITH PRODUCTION COMING
ASHORE AND NEW GENERATION OF PETROLEUM-FED SATELLITE
INDUSTRIES IN OFFING. OPERATIONS RESEARCH WOULD FOLLOW
FAVORABLE CONCLUSION FROM DESK STUDY DUE DEC.L.

E. MEDICAL EQUIPMENT: REPLACES HEVAC THEME DUE HIGHLY
DEPRESSED STATE OF UK BUILDING INDUSTRY, AND PESSIMISTIC
FORECASTS BY BUILDERS AND LENDING INSTITUTIONS. MEDICAL
EQUIPMENT GMR ON UK MARKET IS EXPECTED MOMENTARILY, AND
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POST CONSIDERS THIRD-COUNTRY POTENTIAL PARTICULARLY
GOOD FOR THIS THEME, AS LONDON IS INTERNATIONAL SALES
CENTER FOR MEDICAL GEAR UP TO AND INCLUDING COMPLETE
HOSPITALS AND PUBLIC HEALTH SYSTEMS. (IF MAY TIMING NOT
SUITABLE, SECOND CHOICE WOULD BE SEPT. 11-15, L978).

F. AIR, WATER, NOISE, VIBRATION CONTROL: EXPANDED
THEME (TO INCLUDE NOISE AND VIBRATION) IS DRAWN FROM
ITEM 27 OF OCT. L3 TALLY SHEET, "FY '78 PROMOTION SCHE-

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DULE PRODUCT CATEGORIES", RECEIVED FROM USDOC. NO OTHER
INFO RECEIVED ON WHAT NOISE AND VIBRATION CONTROL IN-
TAILS, AND POST IS CHECKING UK LAW AS WELL AS MARKET-
PLACE SOURCES TO SEE WHETHER INCLUSION OF THESE ELEMENTS
IS JUSTIFIED. DESK STUDY HAS DEC. 1 DUE DATE. UPDATING
BY CONTRACTOR OF 1974 GMR ON AIR AND WATER POLLUTION
CONTROL WILL BE REQUIRED IN ANY CASE.

G. BELIEVE DEPARTMENT WILL AGREE THAT, WHILE IT IS
USEFUL NOW TO CHECK ABOVE THEMES AND TIMING FOR CONF-

HELD PENDING OUTCOME OF ABOVE MENTIONED DESK AND CON-
TRACT RESEARCH.

4. WHILE APPRECIATING USDOC FINDINGS THAT SUBMARINE
SCIENCE-RELATED INDUSTRY IN US IS DEPRESSED, WHETHER FOR
LACK OF GOVERNMENT GRANTS OR WHATEVER REASON, IT SEEMS
TO US OVERLY PESSIMISTIC TO THINK THAT US, WITH ITS HUGE
COASTLINE AND CONTINENTAL SHELF, AND ENJOYING VITAL CIVI-
LIAN BENEFITS FROM EXTENSIVE, ONGOING MILITARY UNDERSEA
RESEARCH, SHOULD SURRENDER ITS LEADERSHIP IN SUBSEA
TECHNOLOGY TO JAPAN OR WEST GERMANY, AS HAS BEEN SUGGES-
TED. FOR EXAMPLE WE HAVE SEEN ESTIMATE THAT AS MANY AS
HALF OF OFFSHORE WELLS TO BE INSTALLED OFF US COAST IN
NEXT DECADE WILL HAVE SUBSEA WELLHEAD SYSTEMS. POST
THEREFORE WISHES RESERVE OPTION TO MOUNT BIO OR PERHAPS

CATALOG SHOW AT HIGH-TECHNOLOGY BRIGHTON SHOW, PARTICULARLY IF SPE/ITF EXHIBITION THREATENS TO BECOME YET UNCLASSIFIED

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ANOTHER OFFSHORE SHOW OF CONVENTIONAL, RIG-MOUNTED EQUIPMENT.

5. NOT CLEAR AS TO WHICH COMMUNICATION PARA 2 REF B REFERS.

6. POST WILL CONTINUE TO SEEK ADDITIONAL VIABLE THEMES FOR USE AS ALTERNATIVES SHOULD ANY OF PROPOSED SHOWS PROVE UNWORKABLE.

ARMSTRONG

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